

LEADING THE FIGHT FOR ALZHEIMER'S FIRST SURVIVOR.

alzheimer's  association®

# SPONSORSHIP PACKAGE

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## EVERYTHING

YOUR COMPANY NEEDS TO KNOW TO  
RELIEVE THE BURDEN OF ALZHEIMER'S  
AND HELP END THIS EPIDEMIC.

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**EUGENE**

**2019**

## WELCOME

# ABOUT THE OREGON & SW WASHINGTON CHAPTER

Because of your generous support, the Alzheimer's Association Oregon & SW Washington Chapter provided more than 170,000 service interactions last year through our classes, support groups, 24/7 Helpline and website!

The Oregon & SW Washington Chapter serves the state of Oregon, and Clark and Skamania counties in SW Washington, with offices in Portland, Salem, Eugene, Bend and Medford. In 2017, we conducted 750 care consultations across Oregon for individuals with Alzheimer's or other dementias and/or families and caregivers.

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## SNAPSHOT OF OREGON

400+ education classes

80 diverse support groups

6,900+ enthusiastic public policy advocates

112 teams for The Longest Day

325 attendees at the Memories in the Making Art Auction & Gala

5,400+ calls to our 24/7 Helpline

130+ policy meetings with elected officials

6,000+ participants in our Walks across Oregon

14,000+ E-newsletter subscribers

# Alzheimer's disease touches **MILLIONS** of lives.

ALZHEIMER'S DISEASE IS THE

**6<sup>TH</sup>**

leading cause of death  
in the United States

EARLY AND ACCURATE DIAGNOSIS  
COULD SAVE UP TO

**\$7.9** TRILLION  
in medical and care costs

**5.7**  
MILLION

Americans are living  
with Alzheimer's

BY 2050, this  
number is projected  
to rise to nearly

**14**  
MILLION



EVERY  
**65 SECONDS**  
someone in the  
United States  
develops the  
disease

IN 2018, Alzheimer's and other  
dementias will cost the nation

**\$277 BILLION**

BY 2050, these costs  
could rise as high as

**\$1.1 TRILLION**



**16.1 MILLION AMERICANS**

provide unpaid care for people with  
Alzheimer's or other dementias

These caregivers provided an estimated

**18.4 BILLION HOURS**

of care valued at over

**\$232 BILLION**



**1 IN 3**

seniors dies  
with Alzheimer's  
or another  
dementia

It kills more than  
breast cancer and  
prostate cancer

**COMBINED**

## Why Should My Company Participate?

- ▶ Alzheimer's costs American businesses \$61 billion a year in health care expenses and lost productivity due to caregiver absenteeism.
- ▶ According to the Society for Human Resource Management, nearly 6 out of 10 individuals caring for an aging loved one work full-time.
- ▶ 78 percent of consumers are more likely to buy a product or patronize a business that is associated with a favored cause.

## The Effect of Alzheimer's and Dementia Caregiving on the Workplace



## A Holistic Partnership Strategy

The Alzheimer's Association offers our corporate partners a variety of ways to engage in a meaningful, multifaceted collaboration.

Opportunities to educate and empower employees include but are not limited to:

- ▶ Starting a team for Walk to End Alzheimer's® or The Longest Day®.
- ▶ Committing to sponsor one of the events highlighted in this packet or becoming a Purple Patrons sponsor (see page 9).
- ▶ Including the Alzheimer's Association in your workplace giving campaign.

## WHO OUR EVENTS REACH CHAMPIONS AUDIENCE



PRIMARYLY  
**FEMALE**

30 TO 50  
YEARS OLD

CAUCASIAN



**FULL-TIME  
EMPLOYEE**

AVERAGE  
HOUSEHOLD  
INCOME OF  
**\$90,000**

**ONLINE  
SHOPPER**



SMARTPHONE  
**USER**



ACTIVE ON  
**SOCIAL  
MEDIA**



# October 2019

Eugene, OR

The Walk to End Alzheimer's® provides an opportunity for the community — family and professional caregivers, those diagnosed with Alzheimer's, people who have lost a loved one to Alzheimer's and those who know Alzheimer's could impact them at any time during their lives — to come together with one voice and say that now is the time to fight back.

SPONSORSHIP BENEFIT LEVELS	SILVER \$1,500	GOLD \$3,500	PLATINUM \$5,000	LOCAL PRESENTING \$15,000	STATEWIDE PRESENTING \$70,000
<b>PRE-EVENT BENEFITS</b>					
Chapter liaison to assist in creating Walk team	●	●	●	●	●
Recognition on chapter social media channels				●	●
Opportunity to host Walk team kick-off party				●	●
Printed posters and brochures	name	logo	logo	logo	logo
Recognition on Walk website	logo	logo	logo	logo/hyperlink	logo/hyperlink
Recognition in E-newsletter				name	name
Printed mailers and save the dates				name	logo
<b>DAY-OF BENEFITS</b>					
Expo booth on Walk Day	●	●	●	●	●
Verbal acknowledgement from stage			●	●	●
Interview opportunity at starting line					●
Recognition on T-shirts	name	logo	logo	logo	logo
Walk T-Shirts provided	5	10	15	20	25
Recognition on event sponsor signage	name	logo	logo	logo	logo
<b>POST-EVENT BENEFITS</b>					
Recognition in 2018 sponsorship packet	●	●	●	●	●
Invitation to exclusive research event			●	●	●
Opportunity to place honorary chair on Walk committee				●	●
Printed thank you postcards				name	logo

## 2018 EUGENE WALK SPONSORS

**STATEWIDE PRESENTING SPONSOR** Frontier Management **PROMISE GARDEN SPONSOR** The Springs at Greer Gardens  
**RAISING THE HOPE SPONSOR** Waterford Grand **CLASSIC CAR SHOW SPONSOR** Kendall Auto Group  
**TEAM PARTY SPONSORS** Signature Home Health Care • Avalon Family of Companies **GOLD SPONSOR** Churchill Estates Retirement Community  
**ENTERTAINMENT SPONSOR** BrightStar Care of Lane County  
**PURPLE POOCH SPONSORS** Radiant Farmington Square • Sweetbriar Villa **PHOTO BOOTH SPONSOR** Quail Park Memory Care Residences  
**REFRESHMENT SPONSOR** Gateway Residential Care **LUNCH SPONSOR** Carl's Jr. **SILVER SPONSORS** Grain Millers • Health Net of Oregon

## GOLD LEVEL SPONSOR BENEFITS

### Raising the Hope Sponsor – \$2,500

Make a lasting impression on our walkers during our Raising the Hope breakfast, which overviews the Alzheimer's Association and kicks off Walk to End Alzheimer's® fundraising. You will be provided an outreach table during Raising the Hope and your company's logo will be included on the event invitations and program. Your company's logo will also be featured on exclusive signage on Walk day.

### Promise Garden Sponsor – \$2,500

On Walk day, all registered walkers receive a Promise Garden flower, the color of which indicates their connection to Alzheimer's. Your company's logo will be featured on exclusive signage throughout the Walk as the Promise Garden Sponsor. In addition, your company can opt to staff the Promise Garden to increase visibility. Please talk to your Walk Coordinator for details.

### Champions Club Sponsor – \$2,500

On Walk day, your company will host the Champions Club tent where you will interact with and thank our top fundraisers. Your company's logo will be featured on exclusive signage near the Champions Club tent.

### Team Party Sponsor – \$2,500

Our not-to-be-missed team captain parties officially kick off Walk season. You will be provided an outreach table during the team captain party and your company's logo will appear on all team party promotional materials. Your company's logo will also be displayed on exclusive signage at the team party and on Walk day. Your spokesperson will have the opportunity to mingle with top fundraisers and speak at the team party.

### Walk Celebration Sponsor – \$2,500

Showcase your business and brand during our post-Walk celebration event. We will recognize the season's fundraising efforts, honor all our teams and thank our top fundraisers, including our Champions and Grand Champions. Your company's logo will be included on Walk Celebration event invites, as well as featured on exclusive signage on Walk day.

## SILVER LEVEL SPONSOR BENEFITS

### Entertainment Sponsor – \$1,500

On Walk day, sponsor our event entertainment and keep the fun going! Your company's name will be featured on signage near the main stage.

### Purple Pooch Parlor Sponsor – \$1,500

On Walk day, host our Purple Pooch Parlor and help our walkers deck out their four-legged friends in the finest purple "attire." Your company will provide in-kind purple puppy-friendly decor and act as the judge for the prestigious Purple Pooch Award. Your company's name will be featured on exclusive signage near the Purple Pooch Parlor.

## OTHER EXCLUSIVE SPONSORSHIP

### Route Sponsor – \$500 (2 available)

On Walk day, sponsor our Walk route and obtain great in-person exposure for your company. Your company will be provided a table and two chairs along the Walk route — set up an engaging branded display and interact with our walkers.

### Ask us how your company can be an exclusive sponsor for multiple Walk to End Alzheimer's events in Oregon & SW Washington.

Note: The following exclusive sponsors will also be mentioned as part of our event day promotional email sent to all registered walkers with a hyper-link to your website embedded in the text: Refreshment, Champions Club, Entertainment, Promise Garden and Team Photo. All exclusive sponsors will have a right of first refusal for their level so long as a signed commitment form is received by January 1, 2019. After this date, the level will be open to new sponsor prospects.

### Health Hub Sponsor – \$2,500

On Walk day, sponsor our Health Hub, which allows walkers to check their blood pressure, blood oxygen and other healthy living biometrics. Your company's logo will be featured on exclusive signage near the Health Hub.

### Kid Zone Sponsor – \$2,500

On Walk day, sponsor our designated fun area for kids. Your sponsorship provides face painting, a bounce house, balloon animals and more. Your company's logo will be featured on exclusive signage near the Kid Zone.

### ALZ Spa Sponsor – \$2,500

On Walk day, sponsor the ALZ Spa and pamper walkers with a massage or foot soak. Your company's logo will be featured on exclusive signage near the ALZ Spa.

### Coffee Corner Sponsor – \$2,500

On Walk day, help our walkers fuel up at the Coffee Corner gathering space. Your company's logo will be featured on exclusive signage near the Coffee Corner.

### Classic Car Show Sponsor – \$2,500

On Walk day, sponsor the Classic Car Show, an attraction that walkers of all ages enjoy. Your company's logo will be featured on exclusive signage near the Classic Car Show. In addition, your company will have the opportunity to announce the Classic Car Show winner.

### Walker Taxi Sponsor – \$2,500

On Walk day, sponsor our Walker "Taxi" service, which provides walkers with a lift back to the starting line, water or other care as needed along the Walk route. Your company's logo will be featured on exclusive signage on the back of our Walker Taxis (golf carts).

### Thank You Brigade Sponsor – \$2,500

On Walk day, staff our Thank You Brigade at the finish line and cheer on our walkers as they finish the Walk. Your company's logo will be featured on exclusive signage near the finish line. In addition, your company will be provided a booth at the finish line to hand out your own branded "swag" and goodies to our walkers.

### Team Photo Sponsor – \$1,500

On Walk day, sponsor our professional photo booth and help capture priceless memories. Your company's name will be featured on signage near the photo booth.

### Refreshment Sponsor – \$1,500

On Walk day, sponsor our refreshment tent and help provide water and snacks for our walkers. Your company's name will be featured on signage near the refreshment tent. Please talk to your Walk Coordinator for details.

# THE LONGEST DAY<sup>®</sup>

alzheimer's  association<sup>®</sup>

June 21, 2019

FORM A COMPANY  
TEAM ONSITE OR  
ANYWHERE

The Longest Day is all about love. Love for all those affected by Alzheimer's disease. Companies are invited to partner with The Longest Day to honor those facing Alzheimer's disease and to raise funds and awareness in the fight to end Alzheimer's. Since The Longest Day is built around doing what you love, it is easily adaptable for the workplace. Many companies participate as a philanthropic team-building opportunity, focused on doing good in their community. Hold a BBQ, happy hour or a silent auction in the office. Alternatively, take it off site to have fun and team build!

Start a team for The Longest Day at [alz.org/thelongestday](http://alz.org/thelongestday).



DO WHAT YOU LOVE  
WITH YOUR COLLEAGUES  
ON THE LONGEST DAY

JOIN US IN THE FIGHT TO  
#ENDALZ ON JUNE 21.

#TheLongestDay  
[alz.org/TLD](http://alz.org/TLD)

For more information, contact Stephanie Foster  
[smfoster@alz.org](mailto:smfoster@alz.org), 503-416-0197

# OREGON & SW WASHINGTON PURPLE PATRONS

## ULTIMATE SPONSORSHIP OPPORTUNITY



## Reach new heights in the fight for Alzheimer's first survivor.

The Oregon & SW Washington Purple Patrons sponsorship is a statewide supporter level that elevates your company's philanthropic contribution in the fight to end Alzheimer's. As an Oregon & SW Washington Purple Patrons sponsor, you help advance and support the Alzheimer's Association's programs and services, advocacy and research in the local community.

### SPONSOR THE WALK TO END ALZHEIMER'S® IN TWO OR MORE REGIONAL WALK MARKETS\* AND SAVE 5%.

\*Walk Market Locations: Portland, Vancouver, Eugene, Bend, Medford, Roseburg, Albany

## MOVING FORWARD

### WHERE DO YOUR DONATIONS GO?

#### EDUCATION & TRAINING

Myriad caregiver classes and workshops during the year – over 1,000 in person and online.

#### INFORMATION & REFERRAL 24/7

Helpline, website, and E-newsletter distributed to 14,000+ subscribers.

#### CARE CONSULTATIONS

One-on-one consultations to help families create a plan of care.

#### ADVOCACY

Work to secure funding and legislative support from state and federal government.

#### EARLY-STAGE PROGRAMS

Support for those in the early stages of the disease, and for their caregivers.

#### SUPPORT GROUPS

Nearly 80 support groups throughout Oregon & SW Washington.

#### RESEARCH

Nearly \$2 million in research grants awarded to local area Alzheimer's researchers.

#### SAFETY

Programs and devices to provide safety for people with dementia who wander.

### THE IMPORTANCE OF YOUR CONTRIBUTION

*"We are so grateful to our dedicated sponsors and other partners for sharing our vision of a world without Alzheimer's — and for financially investing in Alzheimer's care, support and research efforts. Working together, our shared vision will become reality."*

#### Tracy Morgan

Executive Director  
Alzheimer's Association  
Oregon & SW Washington Chapter

### 2018 PURPLE PATRONS



# CONTACT US



**alz.org**



Visit our Oregon chapter website  
[alz.org/orswwa](http://alz.org/orswwa)



**Follow us**



Follow us on social media: [@alzorswwa](https://twitter.com/alzorswwa)  
Use the hashtag [#ENDALZ](https://twitter.com/ENDALZ)



**800-272-3900**



**24/7 Helpline**  
Available toll free, all day, everyday

## Our Development Team



Tracy Morgan, executive director  
**503-416-0211 • [tmorgan@alz.org](mailto:tmorgan@alz.org)**



Kara Griffey, walk director  
**Walk to End Alzheimer's**  
**503-416-0209 • [kgriffey@alz.org](mailto:kgriffey@alz.org)**



Cindy Benton, development associate  
**Walk to End Alzheimer's**  
**541-345-8392, ext. 1 • [cbenton@alz.org](mailto:cbenton@alz.org)**



Don Schwartz, development associate  
**Walk to End Alzheimer's**  
**503-416-0213 • [dschwartz@alz.org](mailto:dschwartz@alz.org)**



Stephanie Foster, development associate  
**The Longest Day**  
**503-416-0197 • [smfoster@alz.org](mailto:smfoster@alz.org)**

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS.®

**800.272.3900 | [alz.org](http://alz.org)**®

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

**Our vision is a world without Alzheimer's disease®.**